

Shopify 建站操作手册

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一、后台管理功能概述

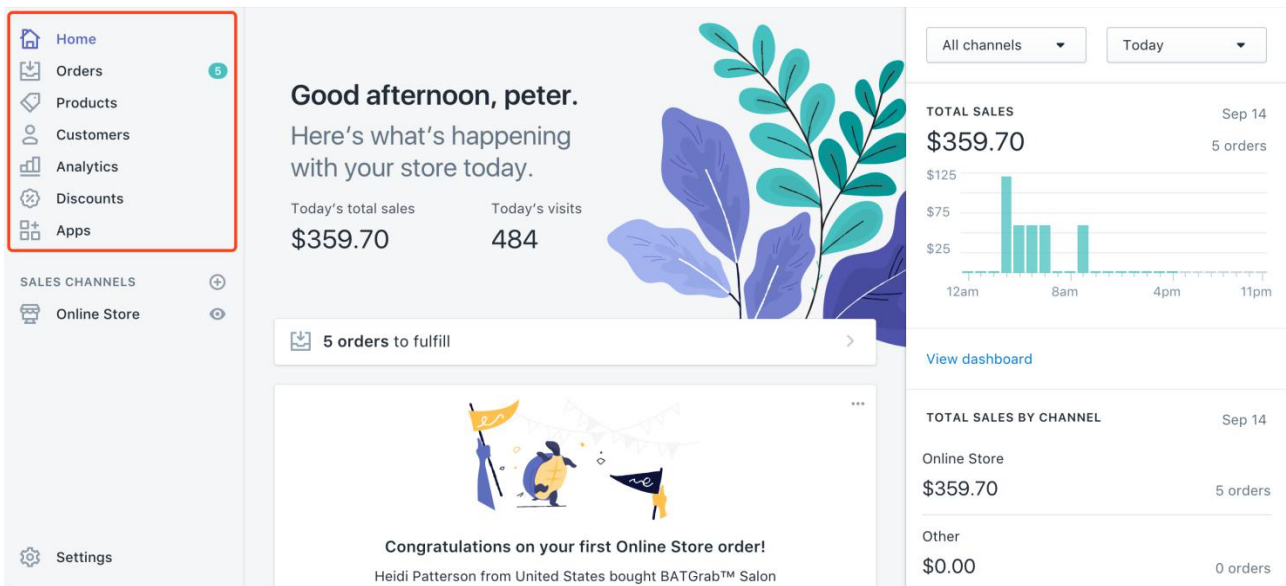
1. 基本单元管理
2. 店铺装修及内容管理
3. 网站整体设置

二、建站流程

1. 产品上传
2. Collection
3. Navigation
4. Pages
5. 域名
6. 主题 (模版)
7. Checkout 设置
8. Shipping 设置
9. facebook 像素设置
10. 店铺名设置
11. 货币设置

一、后台管理功能概述

1. 基本单元管理



Home : 首页店铺基本运营信息总览

Orders : 订单管理

Products : 产品管理，去掉附加产品税的选项

Customers : 客户信息管理 (已下单或者订阅的客户)

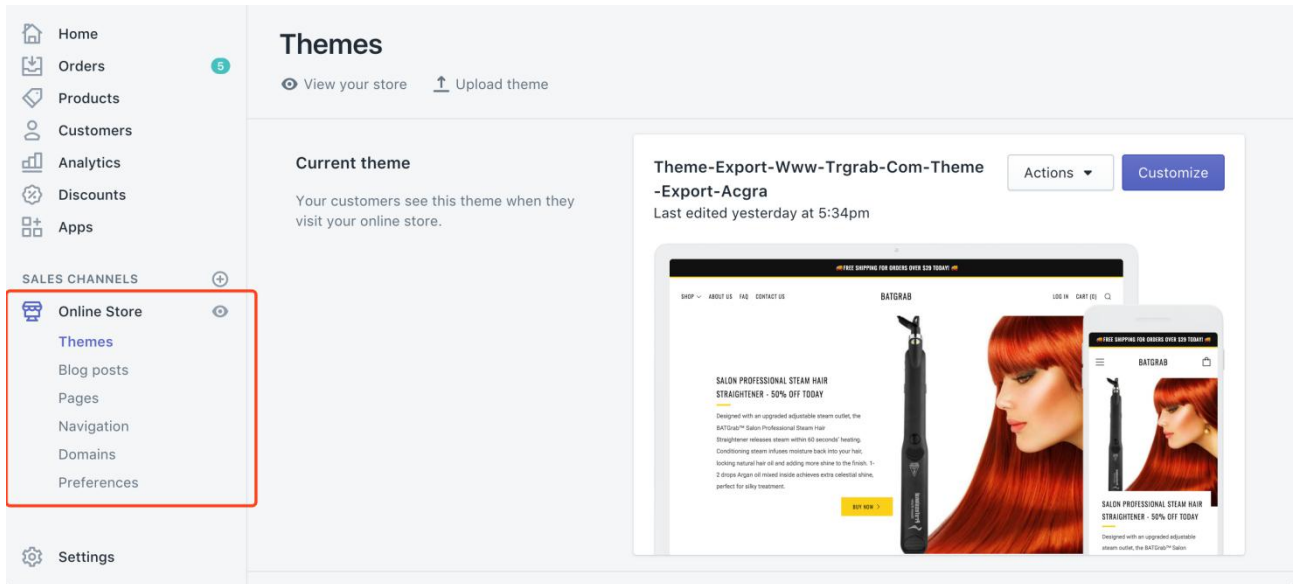
Analytics : 运营数据分析，非常重要的运营数据，可以详细的看到流量来源，访问，PV，转换率等关键指标

Discounts : 电子优惠券管理 (满减、折扣等)，可应用于单个产品，也可应用于某个分类

Apps : *Shopify* 应用插件市场，有提升客户体验类的 *App*，有营销类的 *App*，很有意思的一个板块，需要大家自行探索、发挥

2. 店铺装修及内容管理

这个区块的所有功能都是和店铺展示内容有直接关系的



Themes：店铺主题(模版)，整个店铺的装修都是在这里控制

Blog posts：网站博客，有好的内容想展示给客户可以通过博客的形式展示，和软文类似

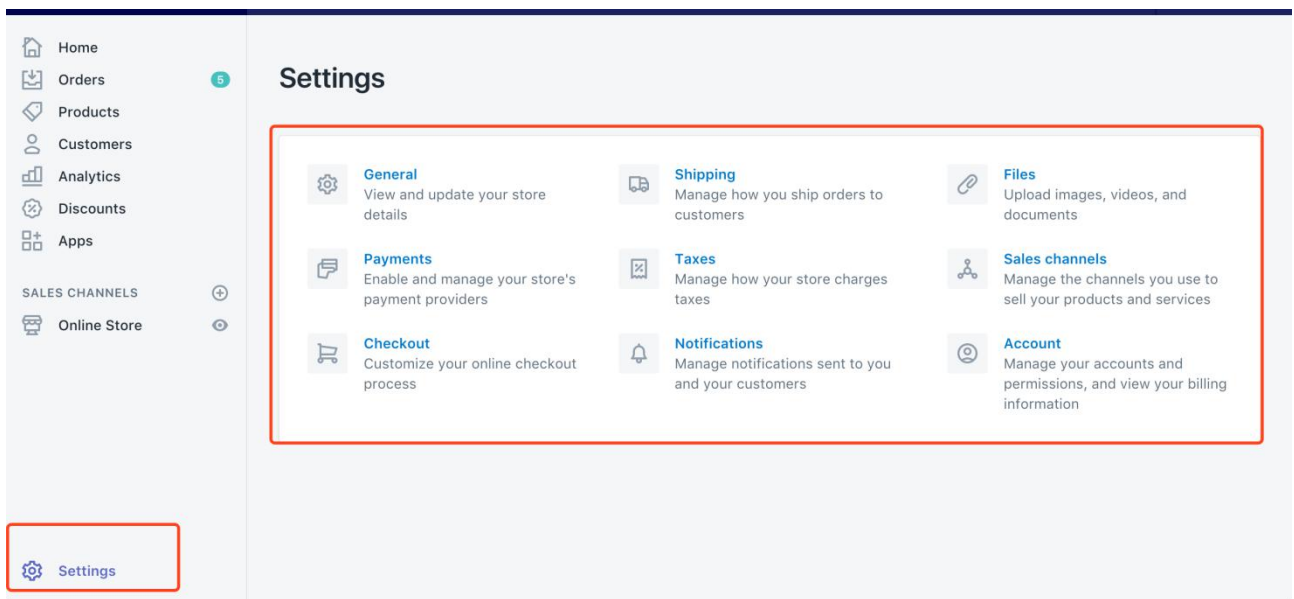
Pages：网站页面管理，这里的页面一般是条款类页面，比如退换货政策、关于我们，联系我们

Navigation：网站导航，即菜单栏，这一块的操作下面会细说。

Domains：域名申请以及相关设置，*shopify* 店铺注册后默认是使用 *shopify* 的子域名，在网站正式上线之前需要注册一个单独的域名以便于后续的推广。

Preferences：网站的一些基本配置，*facebook* 像素以及 *google GA* 都是填在这里。

3. 网站整体设置



Settings 里面的功能是关于网站全局设置的

General：一般项里面除了店铺名称不要修改其它信息，可能会导致网站异常

Shipping：设置网站运费规则，例如各区域对应的邮费，或者满足什么条件之后少包邮

Files：一般用不到

Payments：收款渠道公司会统一设置好，不需要任何配置也不要修改

Taxes：税费，用不到

Sales channels：销售渠道，暂时用不到

Checkout：即客户下单流程设置，下面会详细讲解如何配置

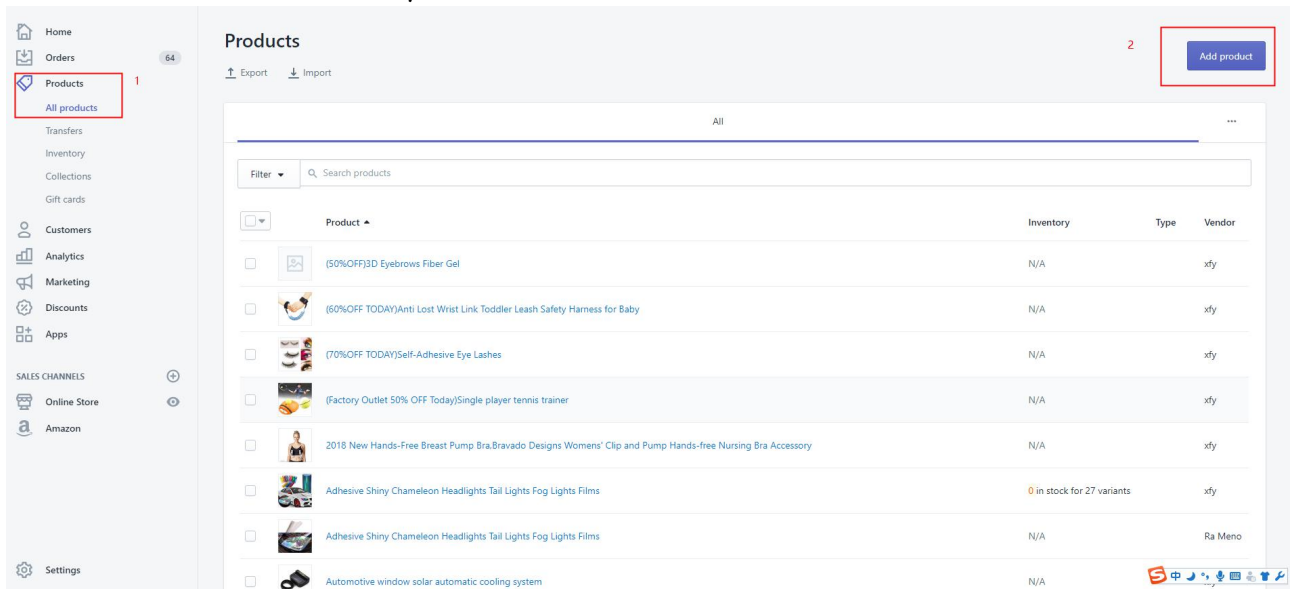
Notifications：管理通知，在客户出发对应的行为后，进行通知发送

Account：账户信息，一般用不到，不要随意更改，可能导致网站异常

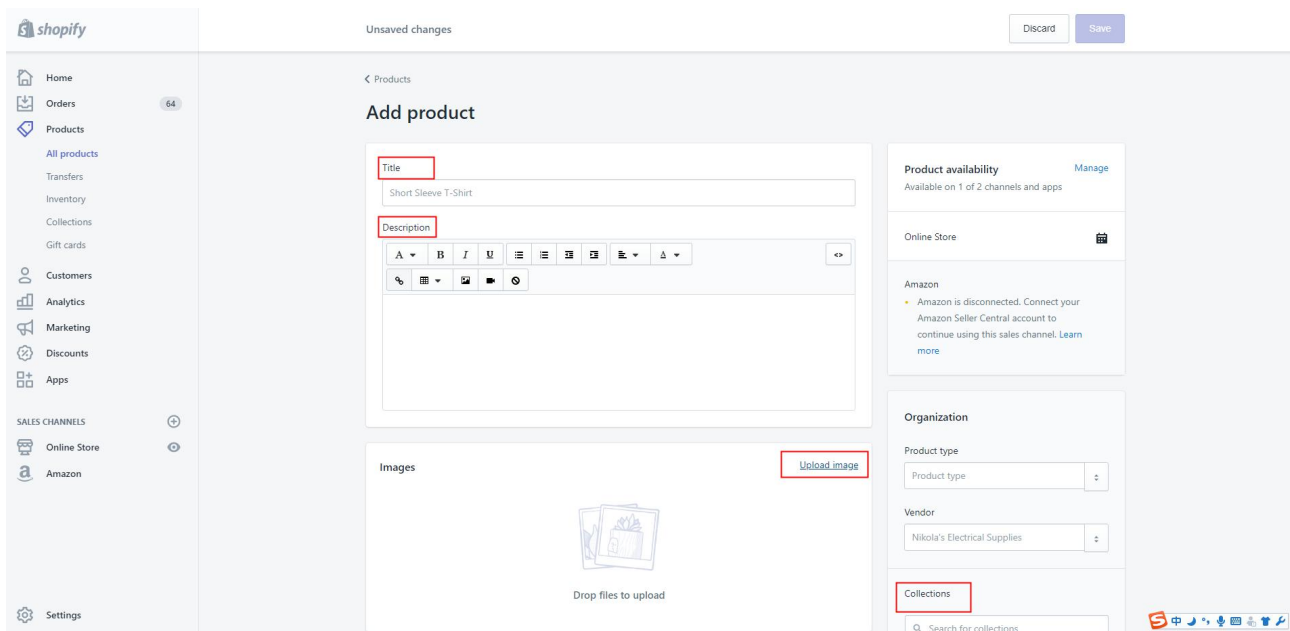
二、建站流程

1. 产品上传

1. 点击 *Products*, 再点击 *Add product*.



2. 制作详情页：Title: 添加标题。Description: 添加商品详情（正文）。Upload image: 上传产品主图。Collections: 选择该产品显示在前端的分类。



3. Price: 填写产品的售卖价。Compare at price: 产品原价。

The screenshot shows the Shopify product editor interface. On the left is a sidebar with navigation links: Home, Orders (64), Products (selected), Transfers, Inventory, Collections, Gift cards, Customers, Analytics, Marketing, Discounts, Apps, SALES CHANNELS (Online Store, Amazon), and Settings. The main content area is divided into three sections:
1. **Pricing**: Contains fields for 'Price' (set to \$0.00) and 'Compare at price' (empty), a 'Cost per item' field, and a checkbox for 'Charge taxes on this product'.
2. **Inventory**: Contains fields for 'SKU (stock keeping unit)' and 'Barcode (ISBN, UPC, GTIN, etc.)', an 'Inventory policy' dropdown (set to 'Shopify tracks this product's inventory'), a 'Quantity' field (set to 0), and a checkbox for 'Allow customers to purchase this product when it's out of stock'.
3. **Shipping**: Contains a checkbox for 'This is a physical product' which is checked. Below this is a 'WEIGHT' section with a description 'Used to calculate shipping rates at checkout.' and a 'Weight' field.
On the right side, there is a 'find in your store.' search bar and a 'Tags' section with a text input containing 'Vintage, cotton, summer' and a 'View all tags' link. At the bottom right, there are social media sharing icons and a language selector.

4. Add variant: 点击进去变量编辑

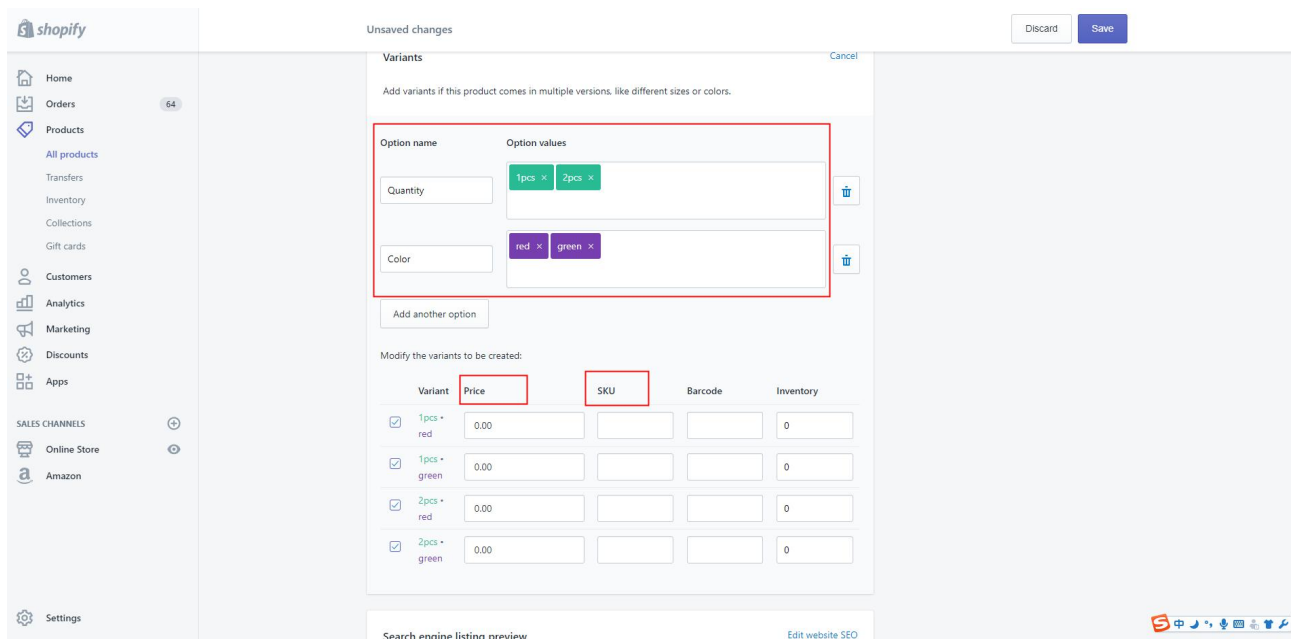
The screenshot shows the Shopify product editor interface, specifically the 'Add variant' section. The sidebar is the same as in the previous screenshot. The main content area shows:
1. **WEIGHT**: A section with the description 'Used to calculate shipping rates at checkout.' and a 'Weight' field set to 0.0 kg.
2. **INTERNATIONAL CUSTOMS**: A section with an 'HS tariff code (look up code)' field.
3. **FULFILLMENT SERVICE**: A section with a dropdown menu set to 'Manual'.
4. **Variants**: A section with the text 'Add variants if this product comes in multiple versions, like different sizes or colors.' and an 'Add variant' button highlighted with a red box.
5. **Search engine listing preview**: A section with the text 'Add a title and description to see how this product might appear in a search engine listing.' and a link to 'Edit website SEO'.
At the bottom right, there are 'Cancel' and 'Save product' buttons, and social media sharing icons.

5. Option name: 产品变量的名字, 如: 数量、颜色、大小










Option values: 产品的变量。

Price: 产品的售卖价。

SKU: 产品的 SKU 码 (很重要一定不能填写错误。当编码更改的时候, 产品页要及时更改)

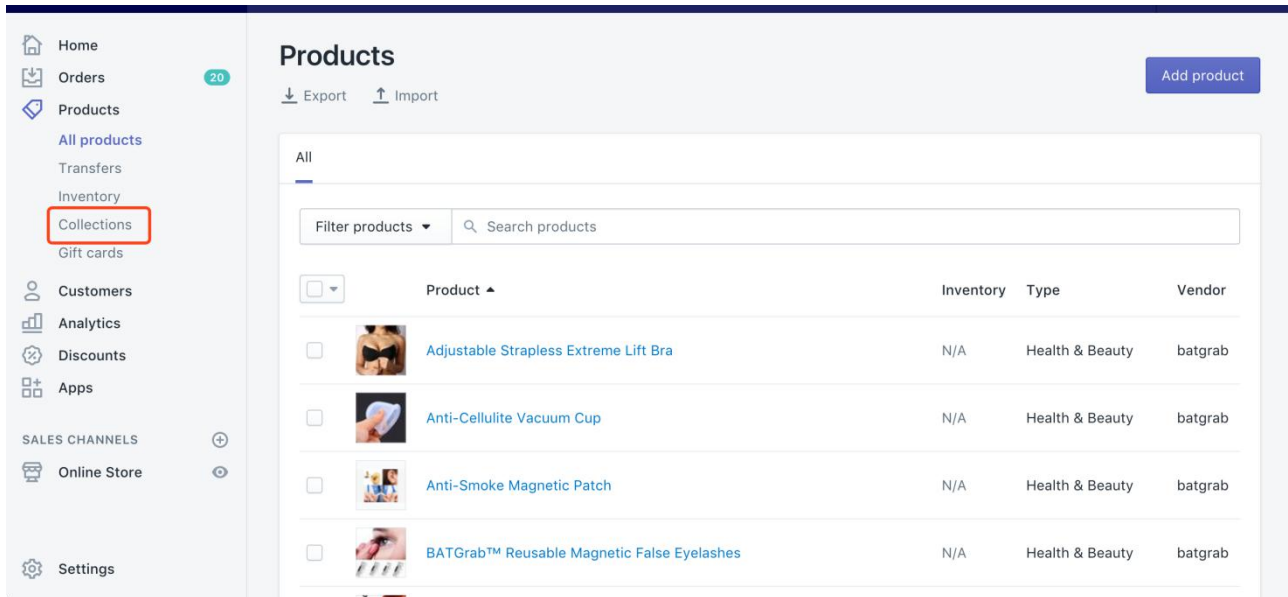


Products 里面可以查看到所有产品

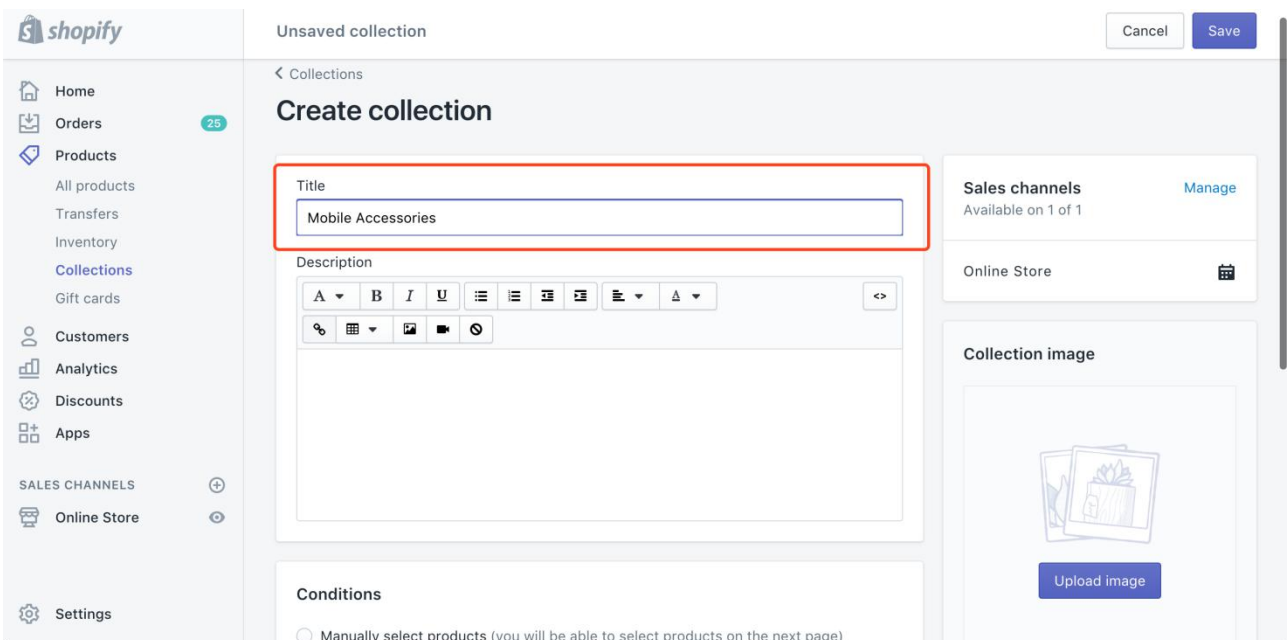
<input type="checkbox"/>		Anti-Cellulite Vacuum Cup	N/A	Health & Beauty	batgrab
<input type="checkbox"/>		Anti-Smoke Magnetic Patch	N/A	Health & Beauty	batgrab
<input type="checkbox"/>		BATGrab™ Reusable Magnetic False Eyelashes	N/A	Health & Beauty	batgrab
<input type="checkbox"/>		BATGrab™ Salon Professional Steam Hair Straightener - 50% OFF TODAY	N/A	Health & Beauty	batgrab
<input type="checkbox"/>		Flying Magic Trick Disk	N/A	Creatives & Gifts	batgrab
<input type="checkbox"/>		Guard Roller	N/A	Creatives & Gifts	batgrab
<input type="checkbox"/>		Hard Wax Beans - Lavender	N/A	Health & Beauty	batgrab
<input type="checkbox"/>		Magic Grill Mat (set of 2)	N/A	Home & Garden	batgrab
<input type="checkbox"/>		Magic Toy Truck	N/A	Creatives & Gifts	batgrab

2. Collection

Collection 的作用在本网站中的作用是对产品进行归类，以及网站导航栏的菜单组织



填写标题，即分类名称

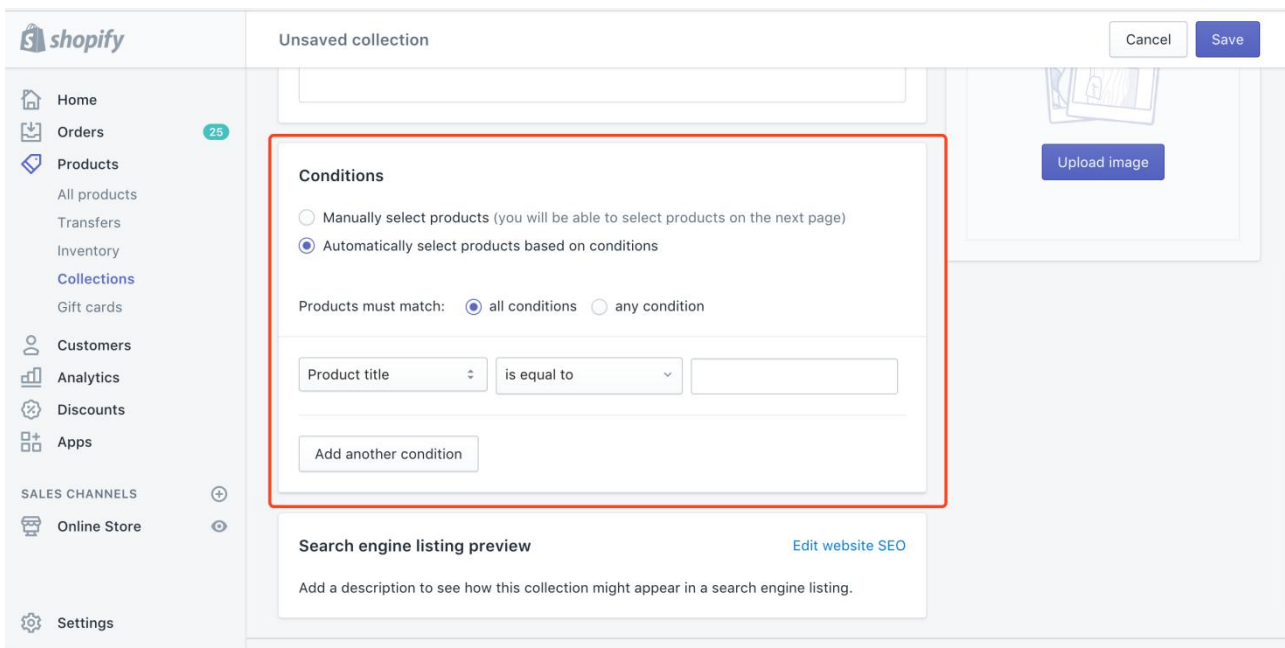


Conditions 设置 *collections* 的应用规则：

Manually select products：手动添加产品到这个 *collection*

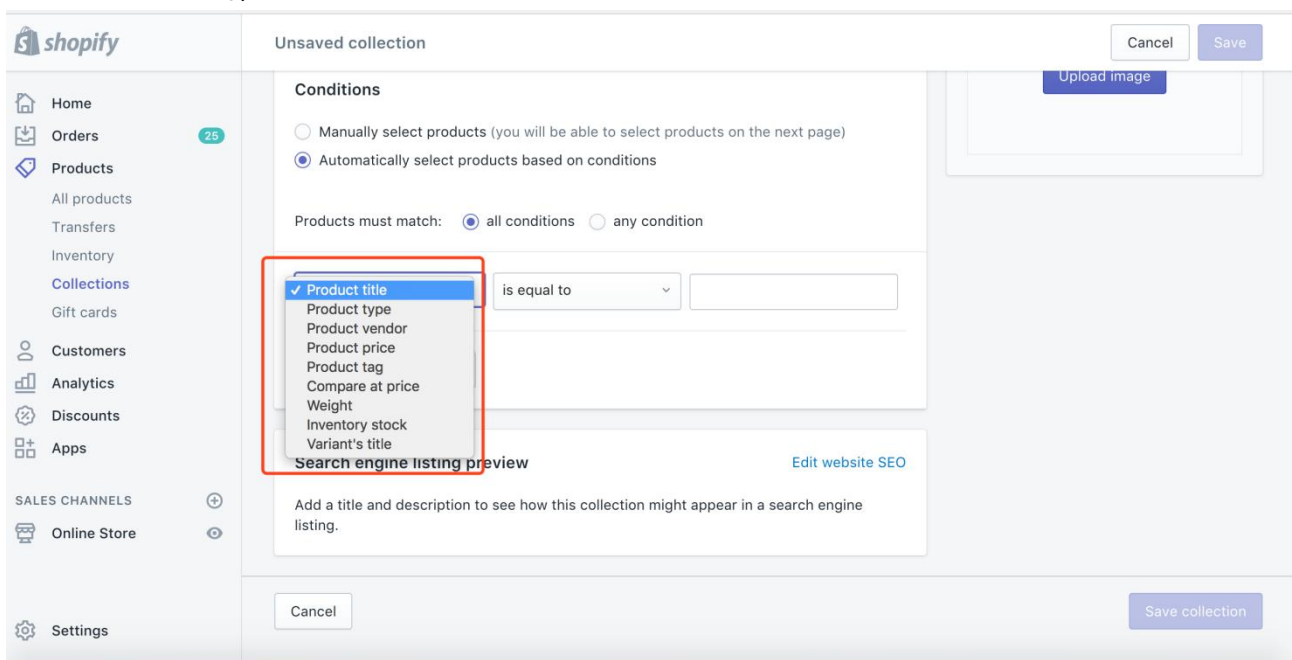
Automatically select products based on conditions：根据条件自动添加产品到 *collection*

Products must match : 1-all conditions (产品满足以下所有条件则自动添加) 2-any conditions (产品满足以下任意条件则自动添加)



Shopify interface showing the 'Unsaver collection' page. The 'Conditions' section is highlighted with a red box. It includes options for 'Manually select products' and 'Automatically select products based on conditions'. The 'Products must match' section shows 'all conditions' selected. A dropdown menu for 'Product title' is open, showing 'is equal to' and a text input field. Below the dropdown is an 'Add another condition' button. The 'Search engine listing preview' section is also visible.

这里提供了非常灵活的组织形式，一般常用的是 *Product Type* (前面要求大家在添加产品时就设置好 *Product Type* , 这里就会非常省事)。



Shopify interface showing the 'Unsaver collection' page. The 'Conditions' section is highlighted with a red box. It includes options for 'Manually select products' and 'Automatically select products based on conditions'. The 'Products must match' section shows 'all conditions' selected. A dropdown menu for 'Product title' is open, showing a list of product attributes including 'Product type'. The 'Search engine listing preview' section is also visible.

例如我想把所有 *Product type* 为 *Car Accessories* 的产品加入到这个 *Collection* , 这样设置就可以了，设置好以后保存。

shopify

Home

Orders25

Products

All products

Transfers

Inventory

Collections

Gift cards

Customers

Analytics

Discounts

Apps

SALES CHANNELS

Online Store

Settings

Unsaved collection

CancelSave

Conditions

Manually select products (you will be able to select products on the next page)

Automatically select products based on conditions

Products must match:

all conditions

any condition

Product type

is equal to

Car Accessories

Add another condition

Search engine listing preview

Edit website SEO

Add a title and description to see how this collection might appear in a search engine

Upload image

Home

Orders25

Products

All products

Transfers

Inventory

Collections

Gift cards

Customers

Analytics

Discounts

Apps







SALES CHANNELS

Online Store

Settings

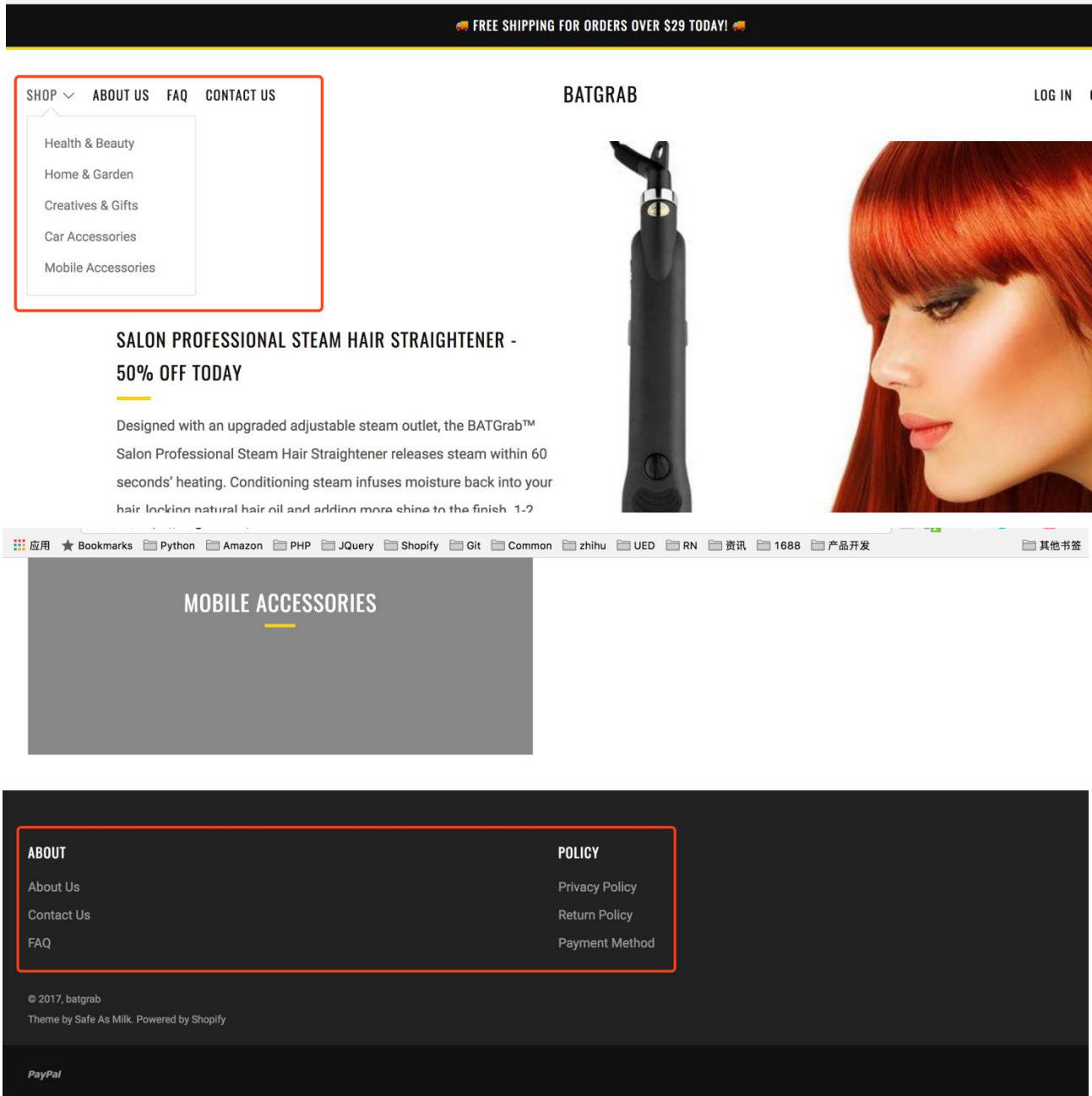
Filter collections

Search collections

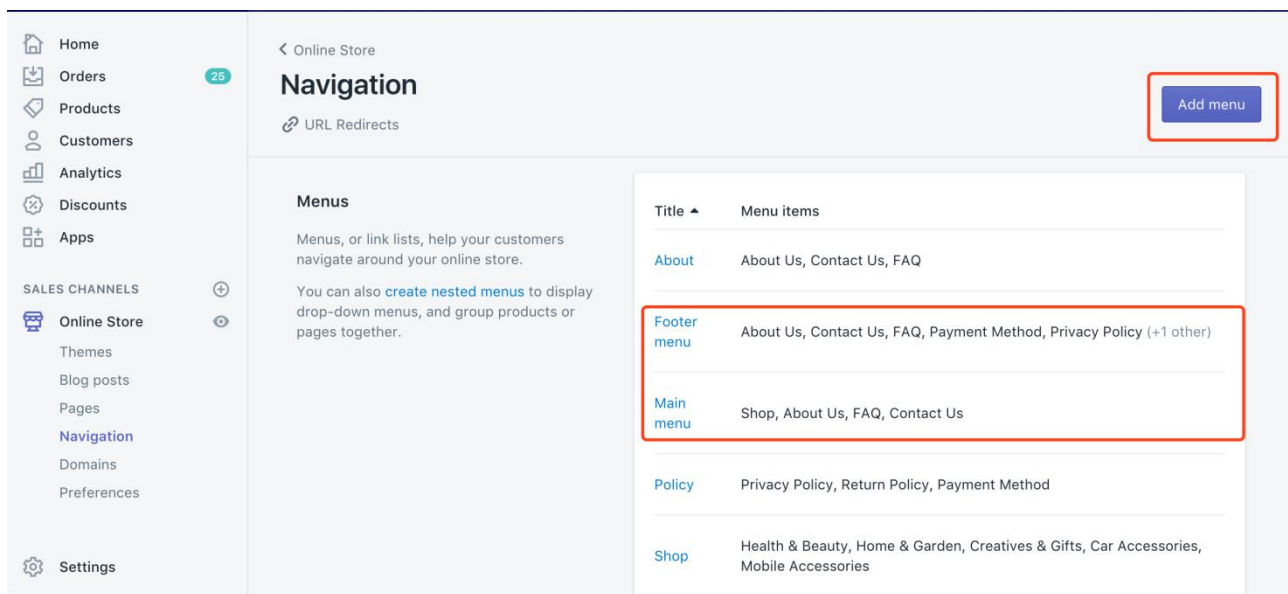
	Title	Product conditions
<input type="checkbox"/>	 Health & Beauty	Product type is equal to Health & Beauty
<input type="checkbox"/>	 Home page	—
<input type="checkbox"/>	 Car Accessories	Product type is equal to Car Accessories
<input type="checkbox"/>	 Mobile Accessories	Product type is equal to Mobile Accessories
<input type="checkbox"/>	 Creatives & Gifts	Product type is equal to Creatives & Gifts
<input type="checkbox"/>	 Home & Garden	Product type is equal to Home & Garden

3. Navigation

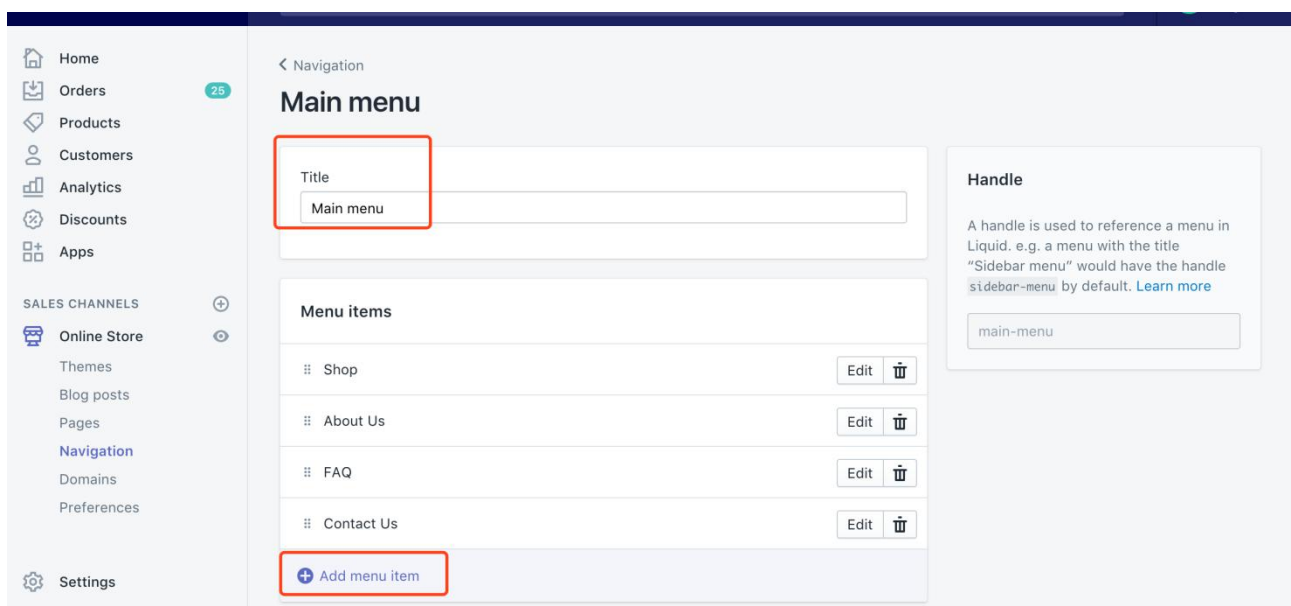
Navigation 是整个网站的导航菜单，包括页头导航和页脚导航。



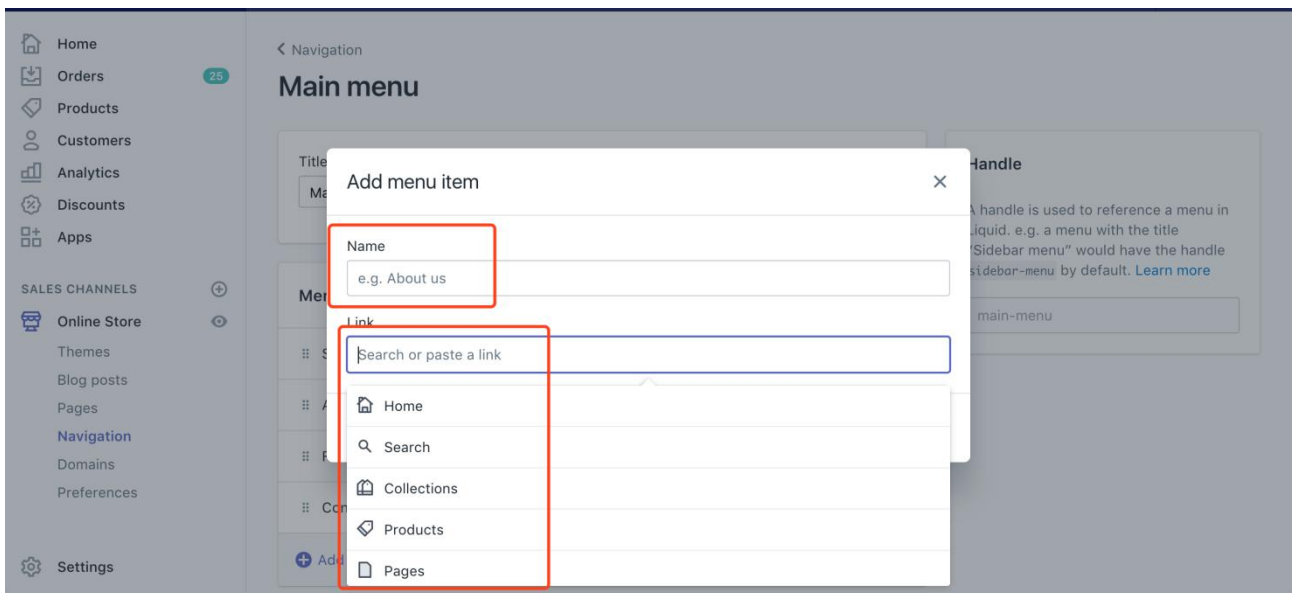
创建 Navigation



标题以及添加菜单项

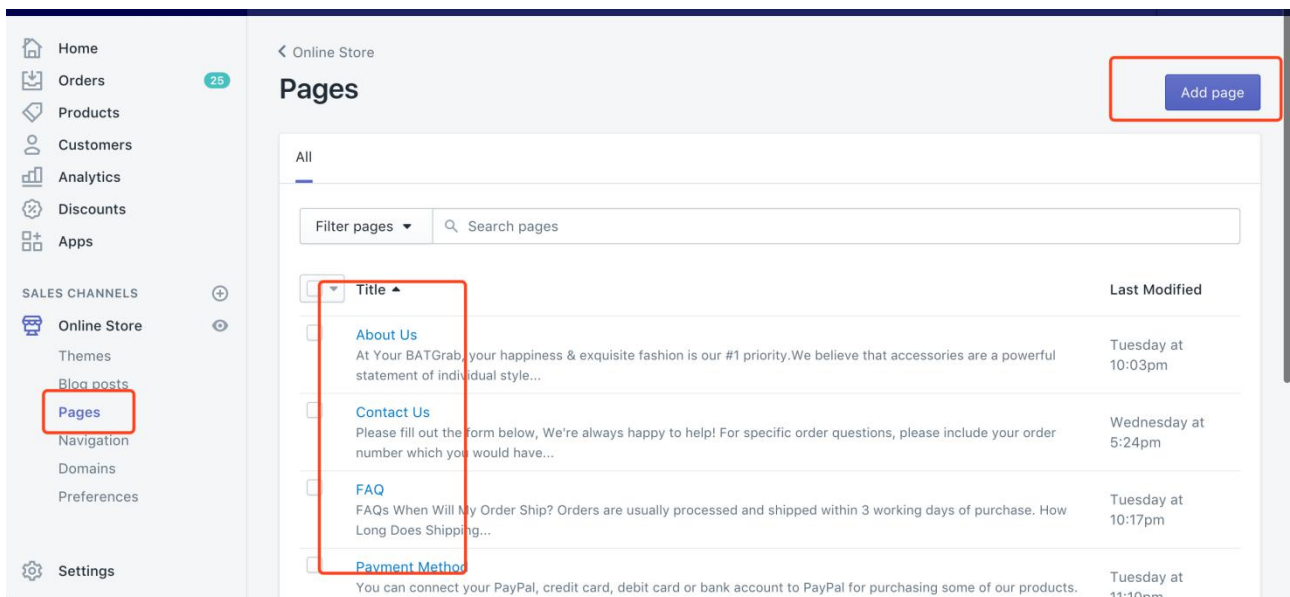


菜单项的名字，以及点击后跳转到哪里去（呈现什么内容），里面可以看到有 *collection* 在里面，*collection* 关联到菜单项后就可以作为产品的分类导航，便于客户浏览。菜单项个人根据实际需求去组织。

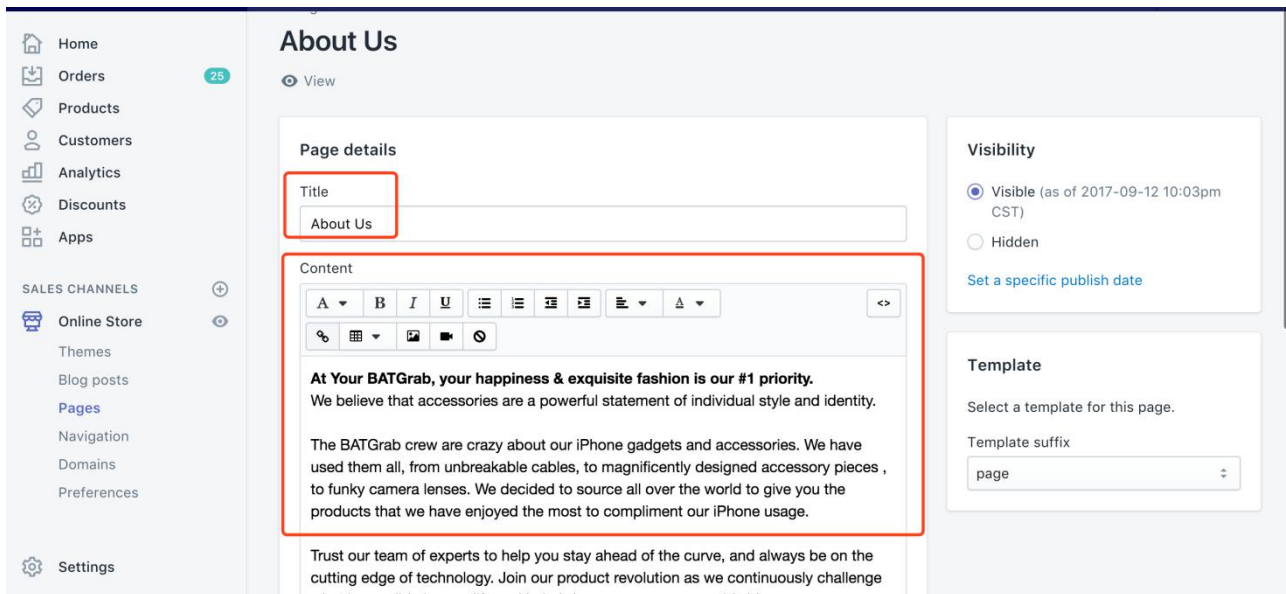


4. Pages

page 的作用是创建网站除产品、*collection* 之外的说明性页面，例如网站条款、退换货政策、关于我们、联系我们等等。



Page 的创建操作非常简单，这里就不做详细讲解了，利用好排版功能就好了（类似于 *word*）。



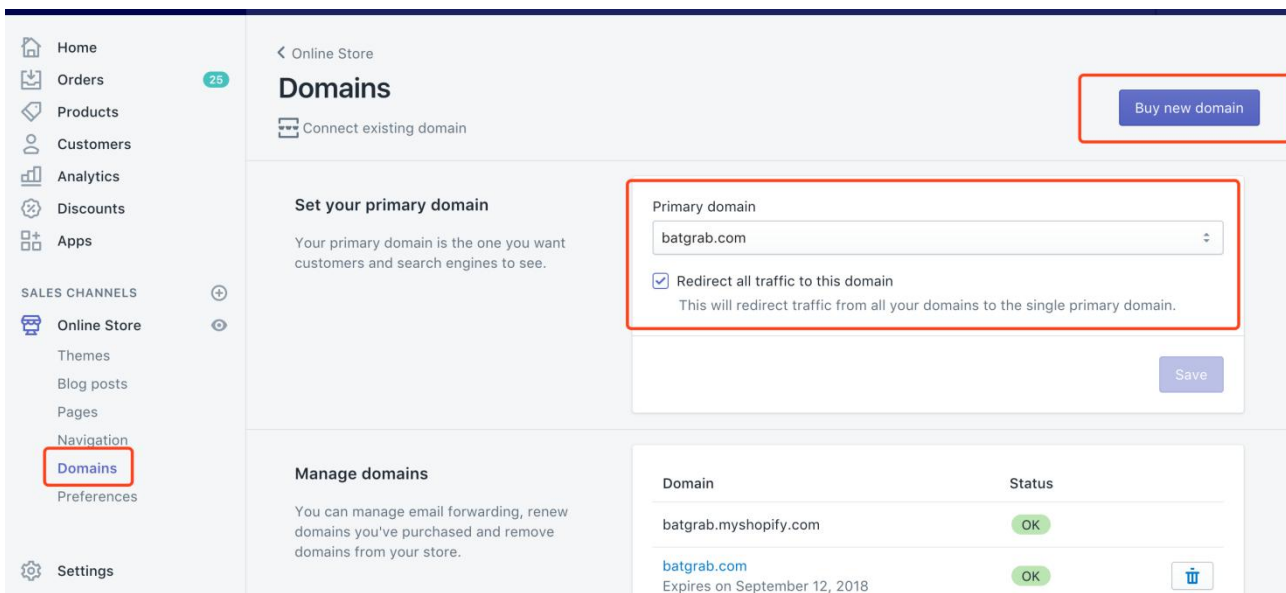
5. 域名

域名可以直接通过 *shopify* 购买并激活使用

xxxxx.myshopify.com 这是 *shopify* 分配的二级域名，不要用做网站推广。

可以按自己的想法购买一个对外推广投放广告的域名。

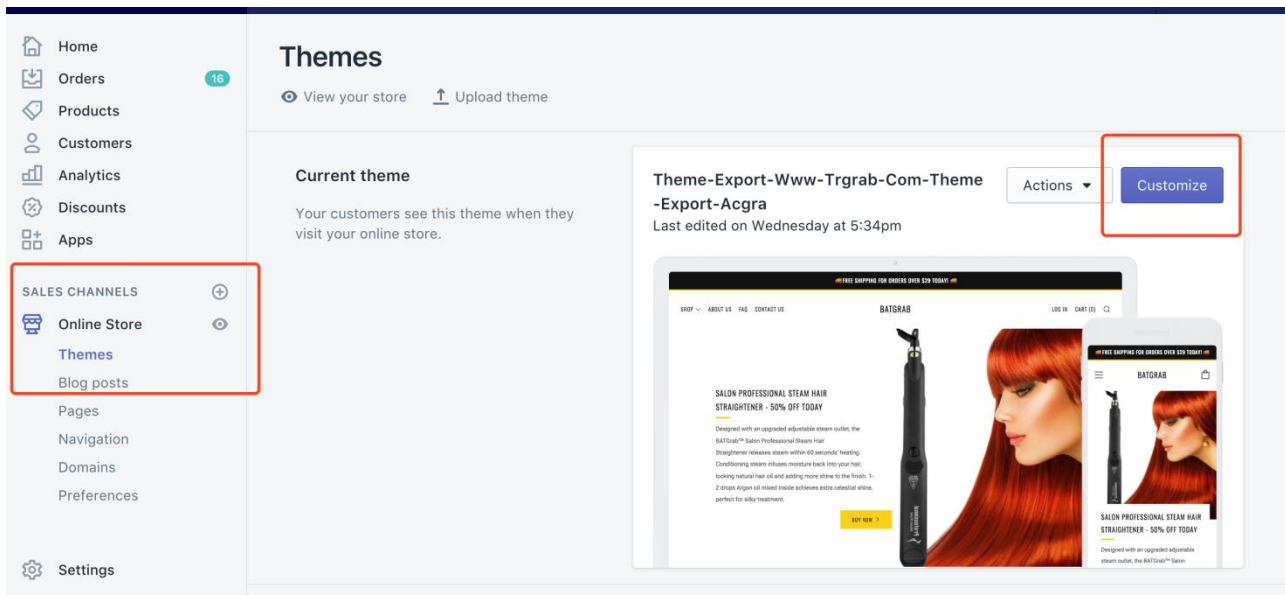
Redirect all traffic to this domain: 所有访问网站的域名都跳转到 *Primary domain*。



6. 主题 (模版)

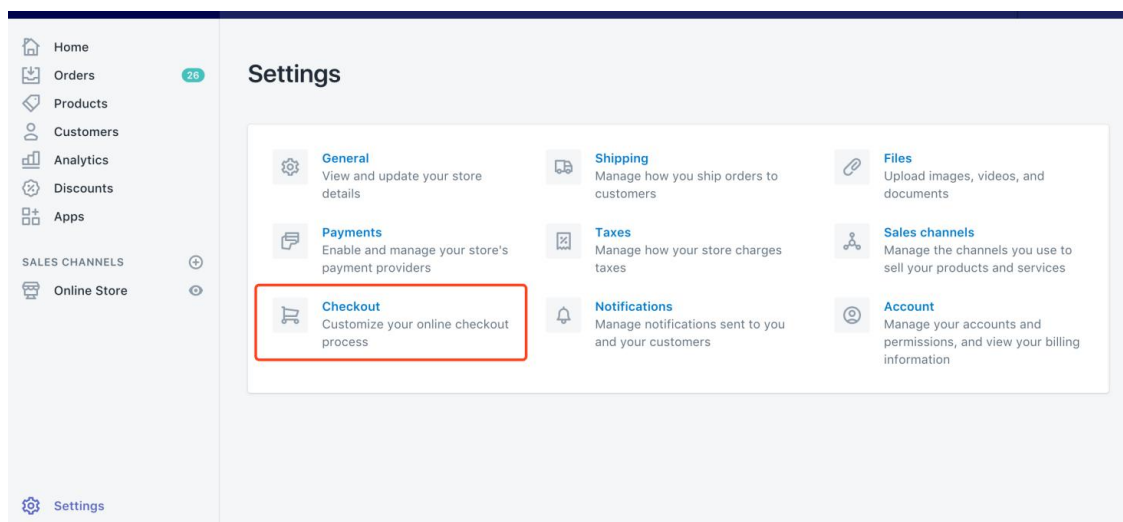
由于各个主题模版的设置都不相同，所以这里不做详细的讲解。

大家只要知道所有和页面排版、样式以及内容都在主题里面进行控制，遇到具体问题具体讲解。



7. Checkout 设置

Checkout 即客户下单页设置，请严格按照以下截图进行设置。



Home

Orders26

Products

Customers

Analytics

Discounts

Apps

SALES CHANNELS

Online Store

Settings

Customer accounts

Choose if you want to prompt your customer to create an account when they check out.

Customer contact

Choose which contact methods your customers can check out with.

Form options

Choose whether your checkout form requires extra information from your customer.

☐Accounts are disabled

Customers will only be able to check out as guests.

☒Accounts are optional

Customers will be able to check out with a customer account or as a guest.

☐Accounts are required

Customers will only be able to check out if they have a customer account.

☐Customers can check out using either their phone number or email

Customers who choose to check out using their phone number will get order updates by SMS. This means that their email may not be collected during checkout.

☒Customers can only check out using email

Full name

☒Require last name only

☐Require first and last name

Company name

Home

Orders26

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Settings

extra information from your customer.

☐Require first and last name

Company name

☐Hidden

☒Optional

☐Required

Address line 2 (apartment, unit, etc.)

☐Hidden

☒Optional

☐Required

Shipping address phone number

☐Hidden

☐Optional

☒Required

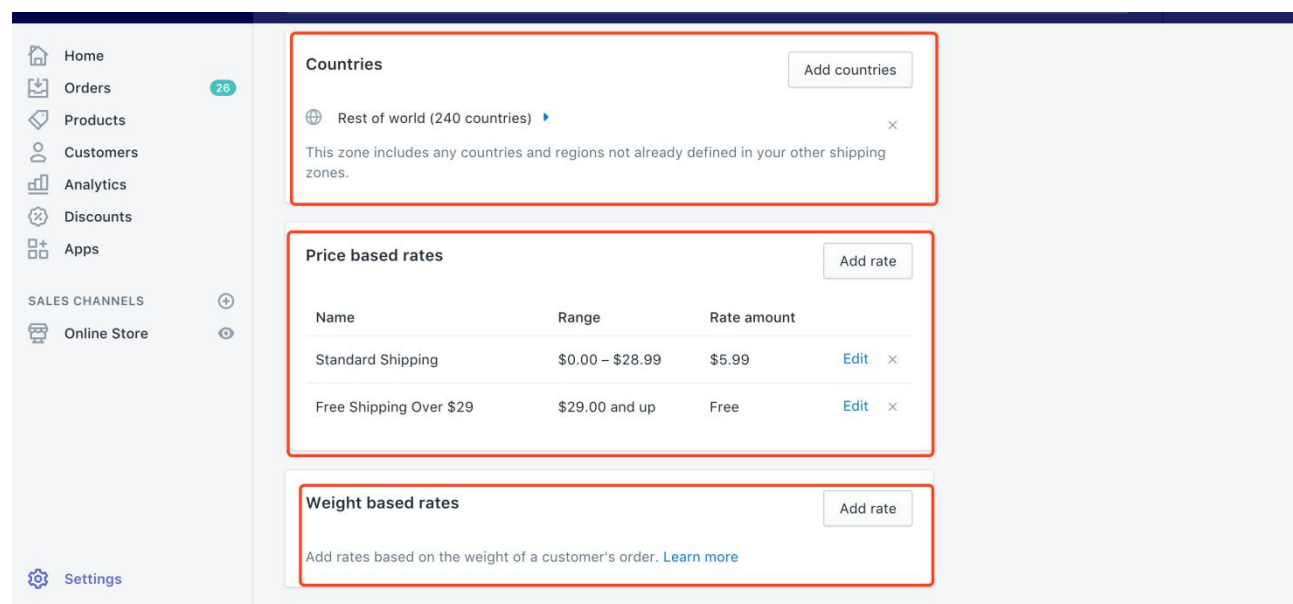
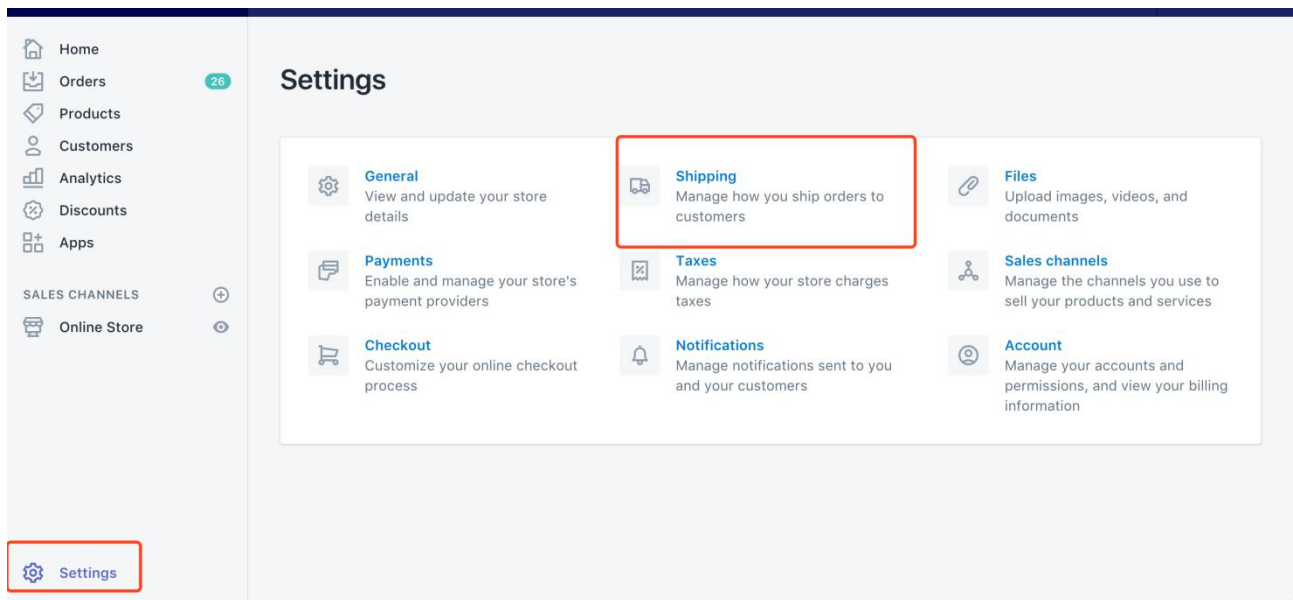
Order processing

While the customer is checking out

8. Shipping 设置

Shipping 即运费设置

运费设置可以针对单个或多个国家以及全球进行运费规则设置。



Countries : 基于国家设置

Price based rates : 基于订单价格设置

Weight based rates : 基于订单产品重量设置

目前我们常用的是基于订单价格设置，比如订单金额满多少包邮，没有满则收取一定运费。

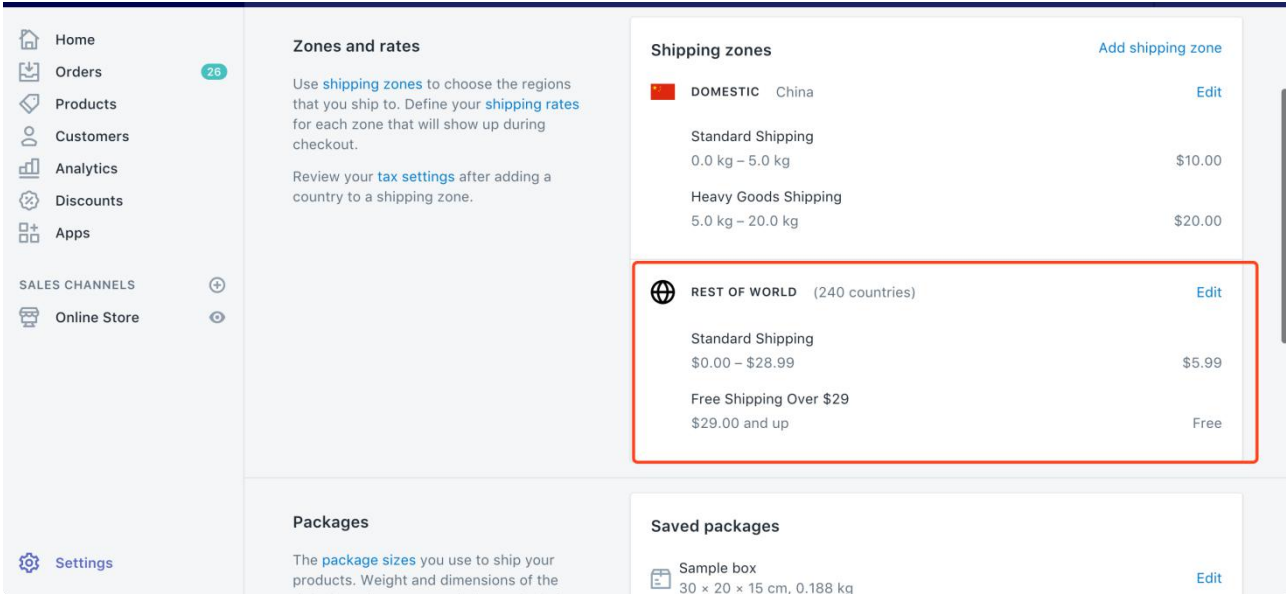
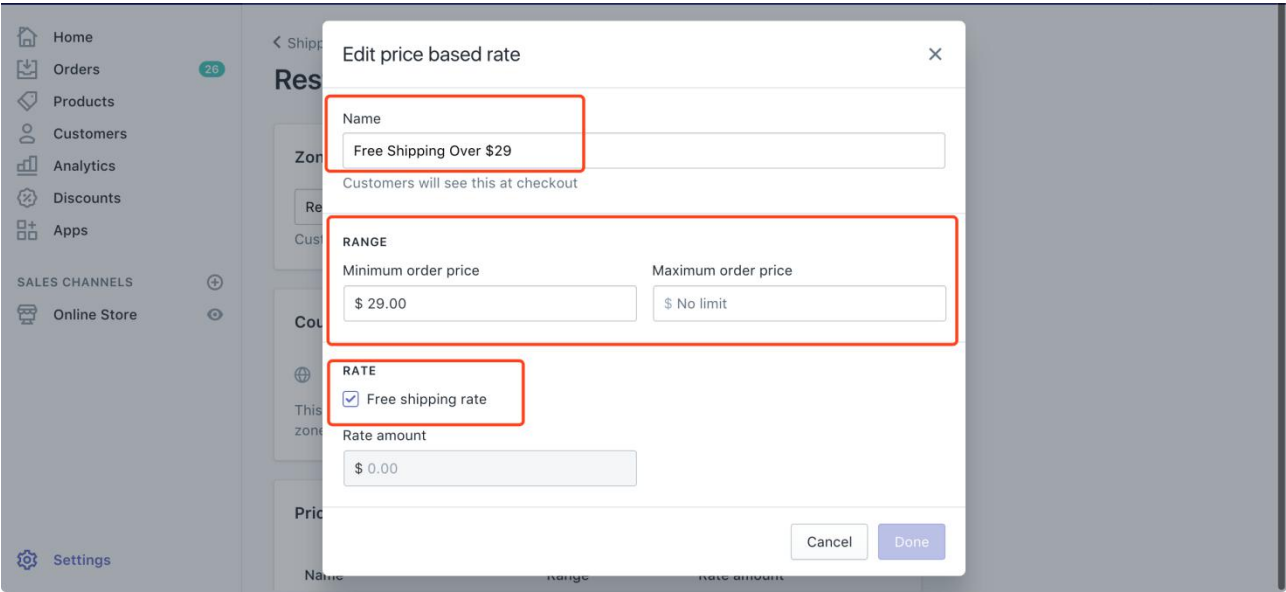
举例：以下是满 29 美金包邮的设置方式

注意 Name：取的名字会显示在客户结算页面，所以不要随便乱取。

以下的设置含义是，订单最小金额达到 29 美金，然后免运费。

低于 29 美金的订单则不会触发该条款

物流的价格可以根据自己店铺的产品进行灵活调整，运费主要是用来提高单价的



同时我们再设置一个标准运费，即订单金额 ≤ 29 的情况，收取 5.99 美金的运费。
这样组合起来就达到了在我们网站购物 29 美金包邮的目的

Edit price based rate [X]

Name
Standard Shipping

Customers will see this at checkout

RANGE

Minimum order price: \$ 0.00
Maximum order price: \$ 28.99


RATE

☐ Free shipping rate

Rate amount: \$ 5.99

Cancel Done

9. facebook 像素设置



The screenshot shows the Facebook Pixel setup interface. It includes a sidebar with navigation links like 'Facebook 广告' and '像素编号: 1735653380077626'. The main content area has a heading '2 请把完整像素代码复制并粘贴到网站标头' (Please copy the complete pixel code and paste it into the website header). Below this, there is a code block containing the Facebook Pixel code. A red box highlights the pixel ID '1735653380077626' within the code. Below the code block, there is a heading '3 向像素发送测试访问量' (Send test traffic to the pixel) and a paragraph explaining that sending test traffic will check the pixel code status and show if it is active.

2 请把完整像素代码复制并粘贴到网站标头

请把像素代码粘贴到标头部分底部的<head>代码上方。你可以在网站标头中把 Facebook 像素代码粘贴到现有跟踪代码（例如 Google Analytics）的上方或下方。

☐ 使用高级匹配

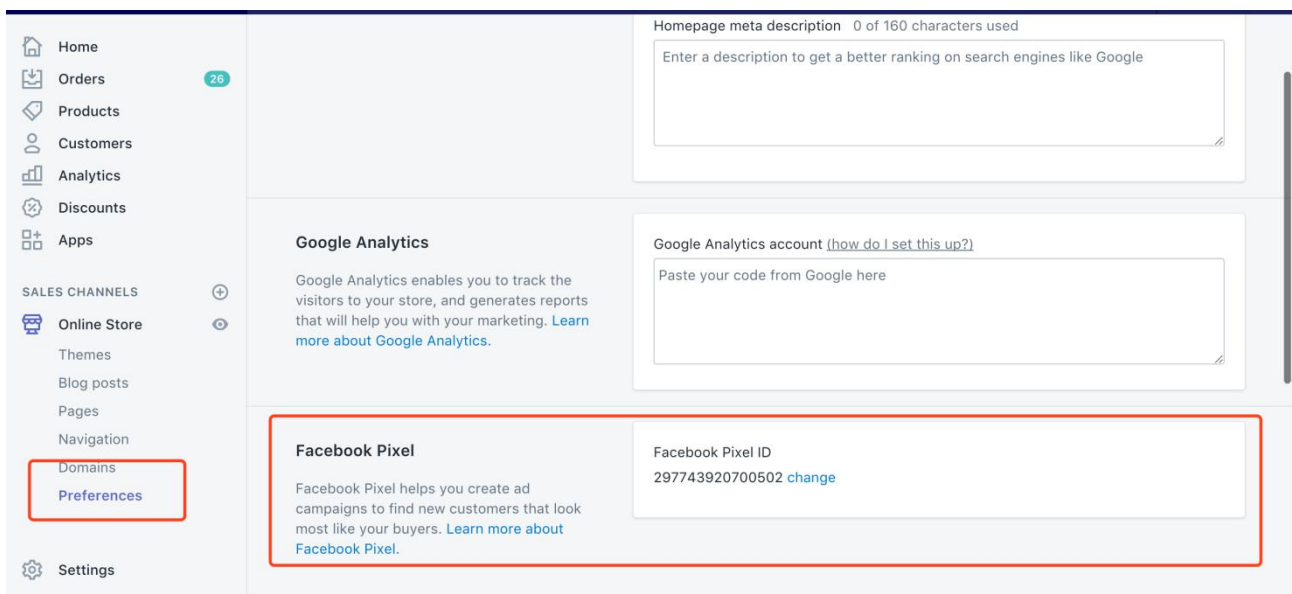
```
<!-- Facebook Pixel Code -->
<script>
!function(f,b,e,v,n,t,s)
{if(!f.fbq)return;n=f.fbq=function(){n.callMethod?
n.callMethod.apply(n,arguments):n.queue.push(arguments)};
if(!f._fbq)f._fbq=n;n.push=n;loaded=!0;n.version='2.0';
n.queue=[];t=b.createElement(e);t.async=!0;
t.src=v;s=b.getElementsByTagName(e)[0];
s.parentNode.insertBefore(t,s)}(window, document,'script',
'https://connect.facebook.net/en_US/fbevents.js');
fbq('init', '1735653380077626');
fbq('track', 'PageView');
</script>
<noscript>

</noscript>
<!-- End Facebook Pixel Code -->
```

3 向像素发送测试访问量

发送测试访问量即可检查像素代码状态。如果状态显示为使用中，即表示代码已正确安装。请注意，此过程可能需要几分钟。

把从 facebook 获取到的像素 ID 填入即可



The screenshot shows a web application interface for setting up Facebook Pixel. On the left is a sidebar with navigation links: Home, Orders (26), Products, Customers, Analytics, Discounts, Apps, SALES CHANNELS, Online Store, Themes, Blog posts, Pages, Navigation, Domains, Preferences (highlighted with a red box), and Settings. The main content area has a heading 'Homepage meta description' with a text input field. Below this is a section for 'Google Analytics' with a text input field. At the bottom, there is a section for 'Facebook Pixel' with a text input field. The input field contains the Facebook Pixel ID '297743920700502' and a link to 'change' it. The entire Facebook Pixel section is highlighted with a red box.

Homepage meta description 0 of 160 characters used

Enter a description to get a better ranking on search engines like Google

Google Analytics

Google Analytics enables you to track the visitors to your store, and generates reports that will help you with your marketing. [Learn more about Google Analytics.](#)

Google Analytics account ([how do I set this up?](#))

Paste your code from Google here

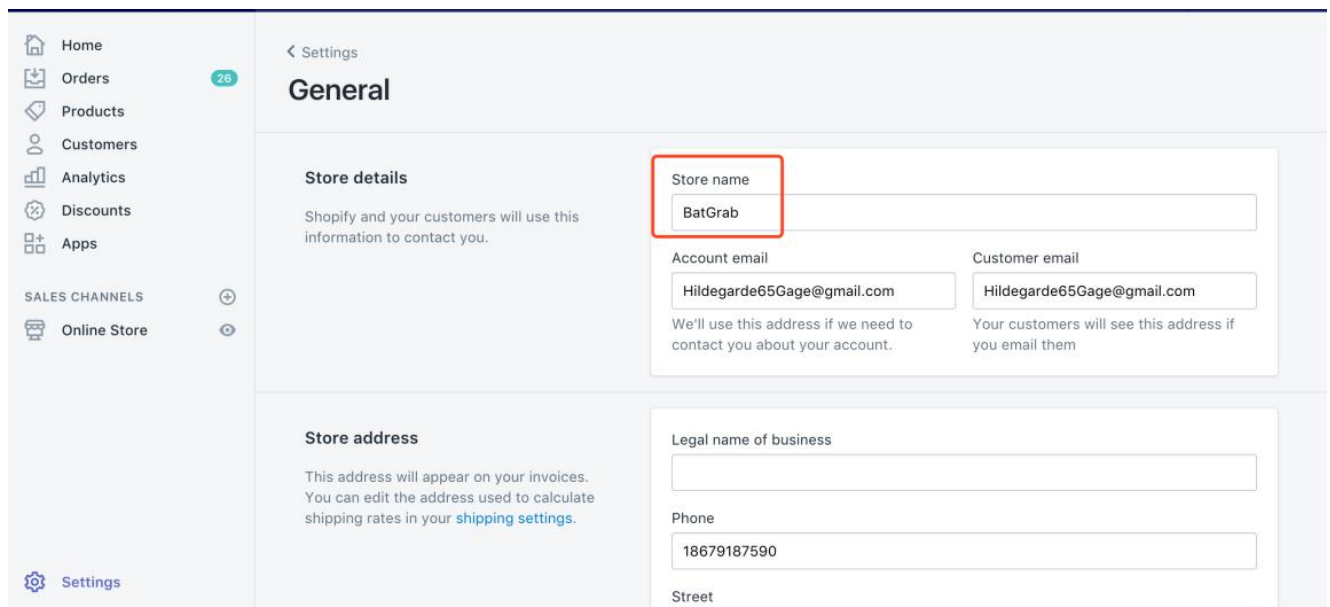
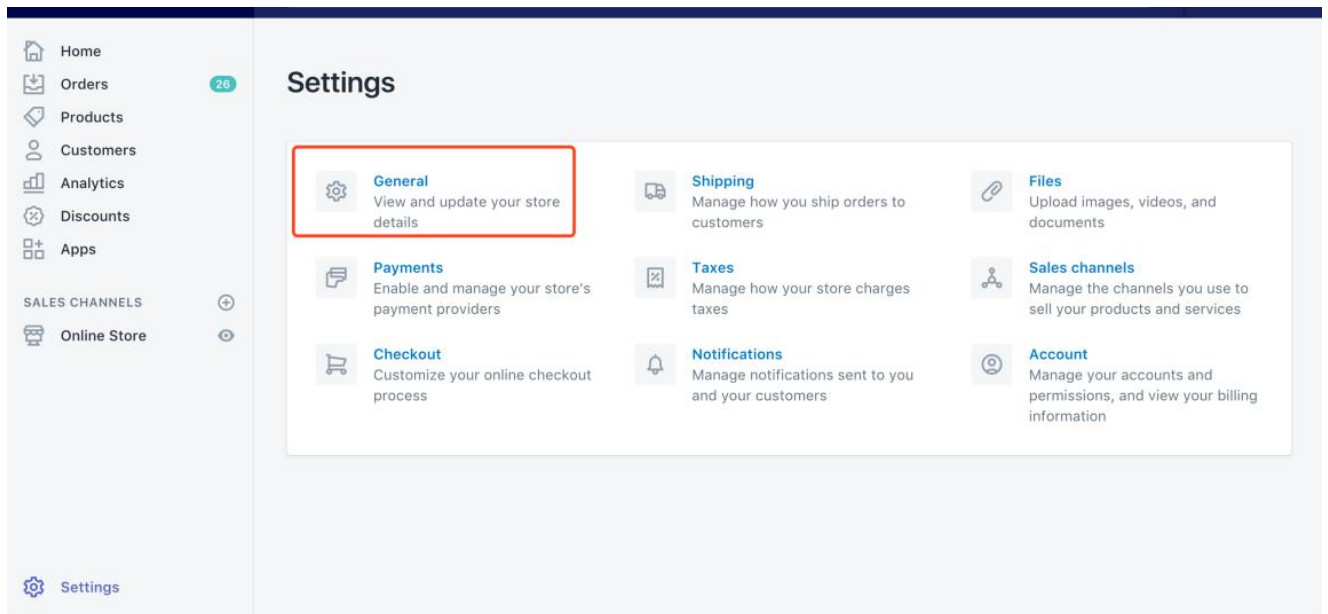
Facebook Pixel

Facebook Pixel helps you create ad campaigns to find new customers that look most like your buyers. [Learn more about Facebook Pixel.](#)

Facebook Pixel ID

297743920700502 [change](#)

10. 店铺名设置



11. 货币设置

Home

Orders 27

Products

Customers

Analytics

Discounts

Apps

SALES CHANNELS

Online Store

Settings

Standards and formats

Standards and formats are used to calculate product prices, shipping weights, and order times.

Timezone

(GMT+08:00) Asia/Shanghai

Unit system

Metric system

Default weight unit

Gram (g)

Currency

United States Dollars (USD)

Change formatting

EDIT ORDER ID FORMAT (OPTIONAL)

Order numbers start at #1001 by default. While you can't change the order number itself, you can add a prefix or suffix to create IDs like "EN1001" or "1001-A."

Prefix

#

Suffix

Your order ID will appear as #1001, #1002, #1003 ...

Save

Home

Orders 27

Products

Customers

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Discounts

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SALES CHANNELS

Online Store

Settings

Settings

General

View and update your store details

Shipping

Manage how you ship orders to customers

Files

Upload images, videos, and documents

Payments

Enable and manage your store's payment providers

Taxes

Manage how your store charges taxes

Sales channels

Manage the channels you use to sell your products and services

Checkout

Customize your online checkout process

Notifications

Manage notifications sent to you and your customers

Account

Manage your accounts and permissions, and view your billing information